



Electrolux



As you personally become familiar with the varied uses of your Electrolux, you will. day by day, become a stronger friend of our organization.

In the following pages we photographically show, for your convenience and guidance, each individual operation. In constructing this manual we held foremost, ease of reference and clear simplicity of interpretation.



250 PARK AVENUE

NEW YORK CITY, N. Y.

THECOMPANY

INVARIABLY, a company is judged and classified by its size. This, possibly because it is understood that an organization cannot grow and prosper without the full practice of business ethics in their transactions with the public at large.

The Company started its business activities a number of years ago, in Stockholm, Sweden. Its material possessions were few—a sum of money and a marketable product. However, they possessed a firm appreciation that the good will of the public could only be gotten with extreme practice of fairness in all its dealings. Such was the birth of Electrolux.

Consistently, Electrolux has progressed through the years to a position of recognition in the world's markets. The one small factory has grown to several large factories operating at strategical points throughout the world. The one office has grown to several hundred, located in practically every civilized corner of the universe. The original group of employees has grown to thousands upon thousands. Each and everyone, sharing in the growth and prosperity of Electrolux, are ready to serve you in any of your Electrolux needs.

Electrolux is recognized as the world's largest manufacturer in its own particular field, with resources running into many millions.

ELECTROLUX

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The Radiator Tool

Used for cleaning in between radiators and other narrow spaces.



The Rug Nozzle

Used mainly for cleaning rugs, carpets, draperies, etc.



Upholstery Tool

Used for cleaning upholstered furniture and automo-

The Hose and Wands



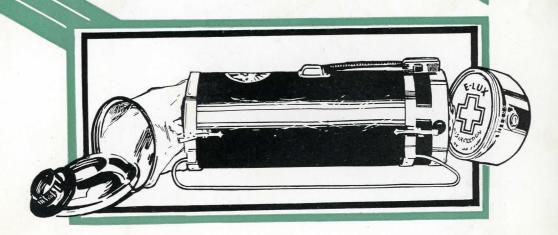
Floor and Wall Brush

Used for cleaning wooden, stone and linoleum floors, also rough plaster, walls and ceilings.

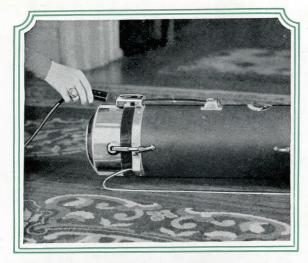


Dusting Brush

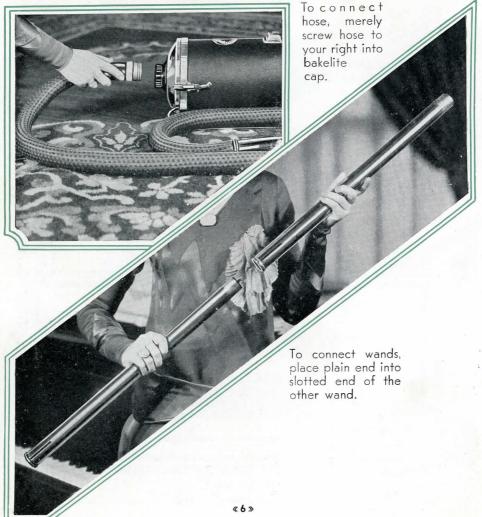
Used for all dusting purposes, such as furniture, pictures, moldings, etc.

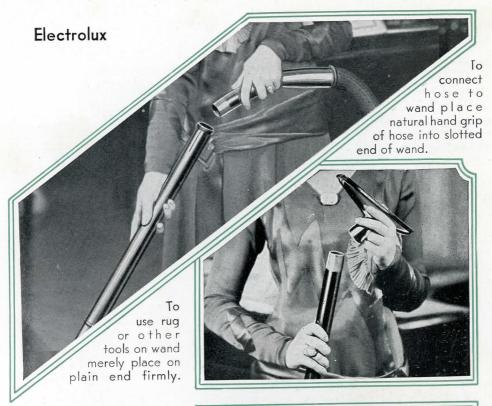


Assembling

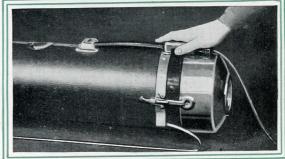


Inserting plug into machine.





To turn on the current merely push the switch.



To clean brushes or other tools, run the tool over the wand or hose end a few times while the machine is running.





Cleaning Rugs

he above picture shows Electrolux being used for the purpose of cleaning rugs. Please notice the ease and relaxed position of the operator. Just glide the tool over your rug naturally—no downward pressure is necessary. The quietness of Electrolux makes it possible to clean

your rugs at any time.



Cleaning Carpeted Stairs

Use only one section of the wand and the regular rug tool. Glide easily and naturally over the carpeted steps. Please observe how simple it is to thoroughly clean your carpeted stairs with Electrolux. Electrolux is efficient, and flexible.



Cleaning Draperies, Curtains, Etc.

While you are cleaning your rug and you come to a draped window, merely run your rug tool over the drapery as pictured. You don't need to use a step ladder or a chair with Electrolux.



Cleaning Under Furniture

Reverse the position of your natural hand grip and you will be able to run your rug tool under low furniture. The moving of heavy furniture is not necessary when using Electrolux.



High Dusting

Attach to the end of the wand your small round brush—run your brush over the moldings pictures, etc. Electrolux is thoroughly efficient and easily operated.



Low Dusting

se the same brush on the end of the wand and operate it as desired, on lower surfaces such as baseboards, etc. Electrolux is flexible and able to meet all of your cleaning problems.



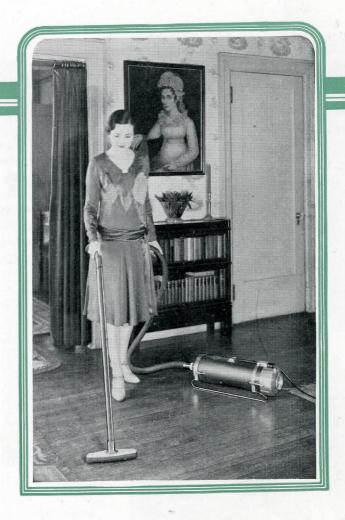




Cleaning Corners of Rooms

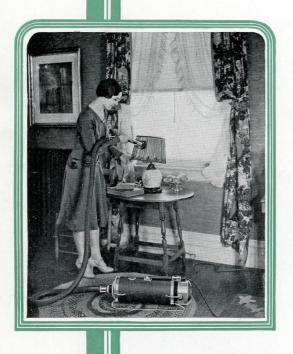
Remove the tool that you were using from the end of the wand and place the wand in the corner to be cleaned. Electrolux is a complete home cleaning system.





Cleaning Wooden, Stone and Linoleum Floors

Attach your large brush to the wand and use in the same manner as when you are cleaning rugs. The brush will not only clean your floors thoroughly but will automatically put a lustre on your polished surfaces.



Dusting Lamp Shades, Etc.

se the small round brush attached to the natural hand grip end of the hose and operate as desired, on silk or parchment lamp shades. You will be pleased to note how easily you can now clean such heretofore difficult surfaces.



Dusting Furniture, Etc.

se the same brush as already suggested above. You will be able to remove the dust from carved and odd-shaped furniture as well as flat. You can reach and meet all demands with this brush in furniture dusting.



Dusting Piano Keys, Etc.

se the same brush as you were using when dusting your furniture. The soft bristles of the brush do not scratch the ivory surface of the piano keys, yet thoroughly cleans them. Electrolux is adaptable to any cleaning requirements and of course you understand that no dust can escape from Electrolux at any time.



Dusting Interior of Radios

his same brush is used to dust the interior of your radio. Very often static noises are caused by dust particles settling on the radio connections. We suggest that at least once a week you dust the inside of your radio to insure proper reception. However, be sure that the current is turned off. Electrolux is one hundred per cent dust proof.







Royal Appointment, Pope Pius XI GOVERNMENTS, ETC.

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United States Government U. S. A. Ajmera Dhira Bechar Chai
United States Government U. S. A. Ajmera Dhira Bechar Chai Bombay, India Captain General, His Excellency Sr. Don Luis Aizporo Mallorca, Spain H. M. King Gustaf of Sweden Stockholm, Sweden
Buckingham PlaceLondon, England
H. M. King Gustaf of Sweden
The Countess of Northbrook London, England Their Highnesses—Princesses Helen, Victoria and Marie Louise of Pall Mall London, England
Westminster AbbeyLondon, England Department of Health, Commonwealth of Australia, Melbourne, Australia
Commonwealth of Australia, Melodurile, Australia
MEDICAL ASSOCIATIONS AND HOSPITALS
Atlantic Co. Hospital for Insane Northfield, N. J.
Atlantic Co. Hospital for Insane Northinela, N. J. Boston Open Air Hospital Boston, Mass. Buffalo Tuberculosis Assn Buffalo, N. Y. Burn Brae Hospital Clifton Heights, Pa. C. N. Hospital Washington, D. C. Children's Hospital Washington, D. C. Citt Lleaghts Washington, D. C. Citt Lleaghts Washington, D. C.
Burn Brag Hospital Clifton Heights Pa
C. N. Hospital
Children's Hospital
City Hospital Pittsburgh, Pa.
Dale Healthitorium
Children's Hospital Washington, D. C. City Hospital Pittsburgh, Pa. Dale Healthitorium Cranbury, N. J. Deaconess Hospital Buffalo, N. Y. East Side Hospital Toledo, Ohio
East Side Hospital
Throat Hospital Washington D. C.
Forest Hills Hospital
Franklin Eye, Ear and Throat Hospital, Baltimore, Md.
Garfield Park Hospital
General Hospital Bureau of Standards
and Supplies
Habraman Hospital Philadelphia
Homeopathic Hospital Boston, Mass.
Jewish Hospital Brooklyn, N. Y.
Johns Hopkins HospitalBaltimore, Md.
J. Lewis Crozer Home
Lucas County Hospitalloledo, Ohio
Madford Hospital Medford Mass
East Side Hospital Toledo, Ohio Episcopal Eye, Ear and Throat Hospital Washington, D. C. Forest Hills Hospital Forest Hills, Mass. Franklin Eye, Ear and Throat Hospital, Baltimore, Md. Garfield Park Hospital Germantown, Pa. Hospital Bureau of Standards and Supplies New York City Germantown Hospital Germantown, Pa. Hahneman Hospital Philadelphia Homeopathic Hospital Brooklyn, N. Y. Johns Hopkins Hospital Baltimore, Md. J. Lewis Crozer Home Chester, Pa. Lucas County Hospital Pittsburgh, Pa. Medford Hospital Medford Hospital Medford Mass.
for Aged Milwaukee, Wis.
Montefiore Hospital New York City
Norwegian HospitalBrooklyn, N. Y.
Milwaukee Protestant Home for Aged
St Agnes Hospital Baltimore Md
St. Joseph's Hospital Philadelphia
St. Mary's HospitalRochester, N. Y.
Swedish HospitalBrooklyn, N. Y.
Swedish Hospital Brooklyn, N. Y. Swedish Hospital Minneapolis, Minn. West Suburban Hospital Chicago
west Suburban HospitalChicago
SCHOOLS, COLLEGES

SCHOOLS, COLLEGES

American Theosophical Society
Assissium Institute New York City
Australian Literary Institute Perth, Australia
Bureau of N. Y. Public Schools New York City
Chicago Theological SeminaryChicago
Fordham UniversityNew York City
Harvard University
Holy Family School New Rochelle, N. Y.
Horace Mann School New York City
Hudson Public Schools
John Hopkins Wilmington. Del,
Loyola High School Baltimore, Md.
Milwaukee State Teachers College, Milwaukee, Wis.
Moody Bible Institute
National Academy of Science Washington, D. C.
Ohio State UniversityColumbus, Ohio
Onio State ChiversityColumous, Onio



Otterbein College	.Westerville, Ohio
Penn Academy Fine Arts	Philadelphia
Princeton University	Princeton, N. J.
Salisbury Normal	Salisbury Md
School of Commerce	Boston, Mass.
University of Pa	Philadelphia
Ursuline Convent	lew Rochelle, N. Y.

INDIVIDUAL PUBLIC SCHOOLS IN THE FOLLOWING CITIES

Camden, N. J.	Morristown, N. J.
Newark, N. J.	Paterson, N. J.
New Brunswick, N. J.	Philadelphia, Pa.
Trenton, N	1. J.

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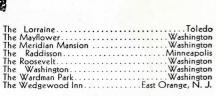
- H	EATRES
Ambassador	Brooklyn, N. Y. Washington, D. C.
B. F. Keith-Albee	Niagara Falls
Booth	Toledo, Ohio New York City
Embassy	
Famous Players Lasky	New York City Niagara Falls, N. Y.
Century	Baltimore, Md. New York City
Globe	New York City
Grande Riviera	Detroit, Mich.
Hippodrome	Pittsburgh, Pa. Baltimore, Md.
Lafayette	Baltimore, Md Buffalo, N. Y.
	New York City New York City
	New York City Baltimore, Md.
New England Theatre	Boston, Mass. New York City
People's	Baltimore, Md. New York City
Shea Amusement Hall	Buffalo, N. Y. Brooklyn, N. Y.
Western N. Y. Theatrical	Enterprise Co., Buffalo, N. Y.

HOTELS AND RESTAURANTS
Ambassador
Edgewater Beach HotelChicago
Hampton ArmsBrooklyn, N. Y.
Hotel Continental
Hotel Linwood
Hotel Sherman
Huron Hotel Detroit, Mich.
Laurel in the Pines Lakewood, N. J.
Longwood TowersBoston, Mass.
Oak Park ArmsChicago
Pennsylvania New York City
Plaza New York City
Roosevelt New York City
St. Claire Manor
St. George Hotel
The Bellevue Minneapolis
The Carlton Washington
The Emerson Baltimore, Md.
The Lafayette Buffalo, N. Y.
The Langette



Royal Appointment, King George V of England





PUBLIC INSTITUTIONS AND UTILITIES

Public II 45111 all of 145 7 (145 all elles
Atlantic City Electric CoAtlantic City, N. J. Bell Tel. Co. of PennPhiladelphia
Cunard Steamship LtdSouthampton, England
Detroit City Gas Co Detroit, Mich.
Eastern S. S. LinesBoston, Mass.
Illinois Bell Telephone Co
International Tel. & Tel. Corp New York City, N. Y.
Keystone Tel. Co
Lehigh Valley Rapid TransitPhiladelphia
New England Tel. & Tel. Co Boston, Mass.
New York Telephone Co New York City, N. Y.
Ohio Bell Telephone CoToledo, Ohio
Orient Steam Navigation CoLondon, England
Queensland Railways, Ltd Brisbane, Australia
Pacific Tel. & Tel. Co San Francisco, Calif.
Philadelphia Gas CoPhiladelphia
Philadelphia Electric CoPhiladelphia
Philadelphia Rapid TransitPhiladelphia
Southern Railway
South Western Bell Tel. CoSt. Louis, Mo.
Union Steamship Co
Victorian Railways, Ltd
Wellington Tramways, Ltd Wellington, N. Z.

CHURCHES

PROMINENT INDIVIDUALS AND COMPANIES



Royal Appointment, King Gustaf V of Sweden



Royal Appointment, King Alfonso XIII of Spain

Dr. Ramsay Smith, Chairman, Central Board of Health
Central Board of Health South Australia
Eastman Kodak CoRochester, N. Y.
General Electric CompanyKingsway, London, Eng.
Hamilton Brown Shoe CoSt. Louis, Mo.
Harvey S. FirestoneAkron, Ohio
Hercules Cement CorpPhiladelphia
H. H. Barton & CoPhiladelphia
His Excellency, The Persian Minister, London, England
Johnson & Johnson New York City, IN. Y.
Harvey S. Firestone. Akron, Ohio Hercules Cement Corp. Philadelphia H. H. Barton & Co Philadelphia His Excellency, The Persian Minister, London, England Johnson & Johnson. New York City, N. Y. John Wanamaker. Philadelphia J. A. Roebling & Sons. Trenton, N. J. L. S. Reil & C. Philadelphia
J. A. Koebling & Sons
Vi-ble Class Co
La France Toutile Industries Dhiladelphia
Lady Clay London W/ 8 England
Lady Courthone Wadhurst Sussex
Lady Dunlon Glasgow, Scotland
Lady Flyerston, Maitland Lodge London, S. W. 14
Lady Gibson, Edinburgh
Lady Helen Claytob, East, Hall Place, Maidenhead
Lady Metcalfe
J. A. Roebling & Sons. Trenton, N. J. J. S. Brill & Co Philadelphia Kimble Glass Co Vineland, N. J. La France Textile Industries Philadelphia Lady Clay London, W. 8, England Lady Courthope, Wadhurst Sussex Lady Dunlop. Glasgow, Scotland Lady Eiverston, Maitland Lodge London, S. W. 14 Lady Gibson, Edinburgh Lady Helen Claytob, East, Hall Place, Maidenhead Lady Metcalfe Godalming Lady Porter Gerrards Cross Laird Shober Co Philadelphia
Laird Shober CoPhiladelphia
Lady St. Lawrence
Lord Hamilton Brocenhurst, Hants, England
Lord Jolcey, Blenkinsop Castle. Cumb erland, England
Lord Northbrook
Melbourne Electric CompanyMelbourne, Australia
Winheapoils
Muhal Life Inc Co. Now Volk City N. V
National Cash Pagister Co
New York Herald Tribung Inc. New York City N. Y.
Otis Flevator Co. Philadelphia
Pease & Elliman New York City, N. Y.
Penn Insurance Co
Philadelphia Inquirer I hiladelphia
Philadelphia Public Ledger Fhiladelphia
Phoenix Hosiery Co Milwaukee, Wis.
Remington-Rand, Inc Fonawarda, N. Y.
Revillon FreresNew York City, N. Y.
Rockwood & Co
Rt. Hon. Gerald Ballour, M. P London, England
Rt. Hon. Lord Hylton, Ammerdown Place. Radstock
Pt. Hon. Sr. Hugh Kigoy, IVI. P London, England
Safatan Glass Corp. Dhiladelphia
Security Bank Note Co. Philadelphia
Silent Automatic Oil Burner Philadelphia
Sir Charles Hope Duphar Kirkcudhright Scotland
Sir Ed. Ellington, Chestnut House,
Sir Hugh Perry, Faulkland Lodge, Ferndown Dorset
Sir James Barrie London, England
S. L. Allen & CoPhiladelphia
S. O. S. Radio Corp
The American Tobacco Co New York City, N. Y.
The Fuller Brush Co Hartford, Conn.
Strawbridge & ClothierPhilad elphia
Thomas M. Edison, Inc
I C Diving Cord Co
II S Pubber Co. New Haven Cons
II S Whip Co Westfield Mass
Lady Metcalfe. Godalming Lady Porter. Gerrards Cross Laird Shober Co. Philadelphia Lady St. Lawrence. Philadelphia Lady St. Lawrence. Mindsor Lord Hamilton Brocenhurst, Hants, Ensland Lord Jolcey, Blenkinsop Castle. Cumb erland, Ensland Lord Northbrook. Mickledover Melbourne Electric Company. Melb ourne, Australia Mohawk Lines. Minneapolis Munsingwear Corp. Minneapolis Mustingwear Corp. Minneapolis Mutual Life Ins Co. New York City, N. Y. National Cash Register Co. Philadelphia New York Herald-Tribune, Inc., New York City, N. Y. Penn Insurance Co. Philadelphia Pease & Elliman New York City, N. Y. Penn Insurance Co. Fhiladelphia Philadelphia Public Ledger Fhiladelphia Philadelphia Public Ledger Fhiladelphia Phoenix Hosiery Co. Milwaukee, Wis. Remington-Rand, Inc. Tonaw arda, N. Y. Revillon Freres. New York City, N. Y. Rockwood & Co. New York City, N. Y. Rockwood & Co. New York City, N. Y. Rt. Hon. Gerald Balfour, M. P. London, England Rt. Hon. Lord Hylton, Ammerdown Place. Radstock Rt. Hon. Sr. Hugh Rigby, M. P. London, England Safetee Glass Corp. Philadelphia Security Bank Note Co. Philadelphia Security Bank Note Co. Philadelphia Sir Charles Hoppe Dunbar, Kirkcudbright. Scotland Sir Ed. Ellington, Chestnut House. Uxbridge Sir Hugh Perry, Faulkland Lodge, Ferndown Dorset Sir James Barrie. London, England S. O. S. Radio Corp. Philadelphia S. O. S
AIRCRAFT AND AUTOMOTIVE COMPANIES

Aircraft and Airways of America, Inc Pittsburgh, Pa.
Checker Cab CoChicago
Cunningham Cab CoPhiladelphia
Curtiss Aeroplane CorpGarden City, L. I.
De Haviland Aircraft Co., Ltd., So. Melbourne, Australia
Ford Motor Car Co Detroit, Mich.
Ford Motor Sales Corp New York City
Hudson Motor Car CoAnn Arbor, Mich.
Keystone Aircraft CorpBristol, Pa.
Mahoney Ryan Aircraft CoSt. Louis, Mo.
Packard Motor CoNew York City
Pontiac Cadillac Co Detroit, Mich.
Studebaker Corp Detroit, Mich.
U. S. Motor Sales CorpNewark, N. J.
Westchester Coach CoOssining, N. Y.
Willys Overland CoToledo, Ohio
Yellow Cab Co
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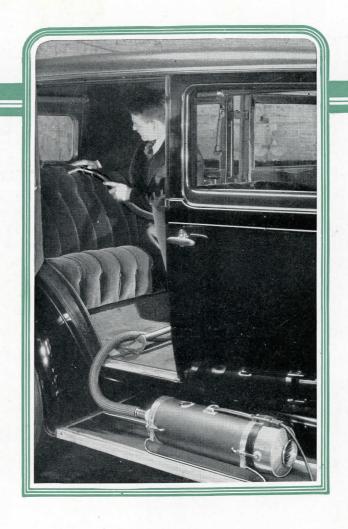


Cleaning Upholstered Furniture

ttach your small nozzle to the natural hand grip end of the hose and operate as pictured above. This nozzle is a special made tool to assist the suction to penetrate deeply into upholstered furniture, thereby assuring you that you are thoroughly cleaning the upholstery. Electro-

lux retains all the dust and dirt. Electrolux is quiet

even when being operated.



Cleaning Automobile Upholstery

se the same nozzle attached to the natural hand grip end of the hose—place Electrolux on the running board of your car as pictured above. The hose is of ample length permitting you to thoroughly clean the interior of your car with ease. You will find Electrolux an exceptional unit for automobile cleaning.



Cleaning Furs

nozzle attached to the natural hand grip end of the hose and operate in a convenient manner. You will find that Electrolux will thoroughly clean your furs and it will also revive and improve their appearance. Electrolux is a great machine.



Cleaning Clothing

ozzle attached to natural hand grip end of the hose as you may desire. You can thoroughly clean all kinds of clothing and felts easily and quickly. Electrolux will meet all of your cleaning demands, quietly and with the utmost efficiency.



Cleaning Blankets and Pillows

se small nozzle attached to natural hand grip end of hose as desired or as pictured. Blankets and pillows should be cleaned often to insure sleeping with safety. Electrolux will not only thoroughly clean blankets and pillows, but it will also retain all of the material matter it withdraws from your blankets and pillows, thereby preventing recontamination of the air and fine dust from settling anywhere in the bedroom.

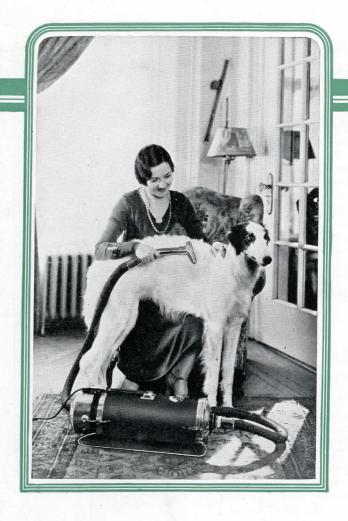


se the small nozzle attached to the natural hand grip end of hose as pictured. The average person spends a third of his life sleeping on mattresses, and to prevent a harmful condition while sleeping, you should Electrolux your mattresses often. The high suction and the convenient nozzle attachment of Electrolux will insure thorough cleaning. Electrolux has received more than one hundred highest awards for its hygienic and technical perfection.





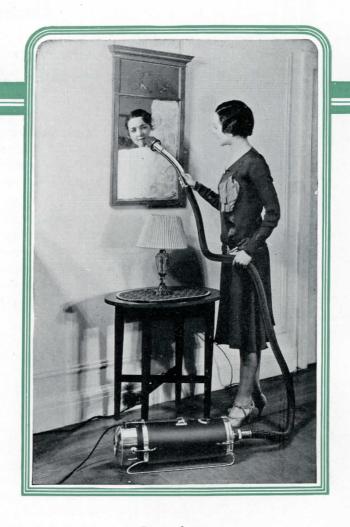




Cleaning Dogs, Pets, Etc.

Use small nozzle attached to natural hand grip end of hose and operate as pictured. The soft quiet purr of your Electrolux will not disturb or scare the pet. The suction passing

through the fur of the animal is soothing and relaxing. All the material matter removed from the animal will be retained in the Electrolux dust trap, because of its unusual construction.



Removing Bon Ami, Etc., from Mirrors and Windows

Attach the small round brush to the natural hand grip end of the hose and operate as pictured above. Allow the Bon Ami to dry, and merely run the brush over the surface

where you desire to remove the Bon Ami. You will find this a very quick and thorough method of removing Bon Ami. Electrolux is a very important part of your household equipment.

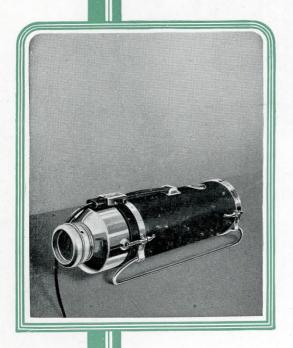


Electrolux

Attaching Insector

o attach the insector, hold machine and insector as pictured herewith and screw the insector to your right in the exhaust end of the machine.

Place the demothing crystals inside the insector, therefor the air passing through the insector creates a chemical gas. The insector is special equipment, for which there is a slight extra charge.



To Demoth

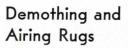
To demoth garments in a closet, place the machine with the insector attached to the exhaust end as pictured herewith in the closet or room, then turn on the current. Electrolux insector is so constructed that the air passing through, coming in contact with Electrolux crystals, will quickly form a heavy chemical gas for demothing purposes.



Demothing

Demothing Upholstered Furniture

f you have an insector, place crystals inside and attach hose to the end of insector. If not, place crystals in the cylinder of Electrolux, in a clean dust trap, loose, or in a small cheesecloth bag. Attach hose to exhaust end of machine. At the natural hand grip end of hose, attach the tool pictured herewith and insert tool in upholstered chair controlling the demothing chemical gas to parts of chair or furniture you desire to demoth. Allow gas to thoroughly saturate the cushions.

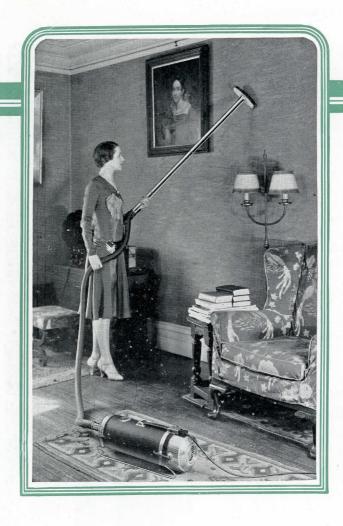


nerely place the wand on the natural hand grip end of the hose, insert the wand under the rug and move from side to side permitting the chemical gas to reach various parts of the rug. The crystals may be used either in the cylinder of the machine or in the insector, if you have one. To air the rug, merely operate without the crystals in the machine or insector.



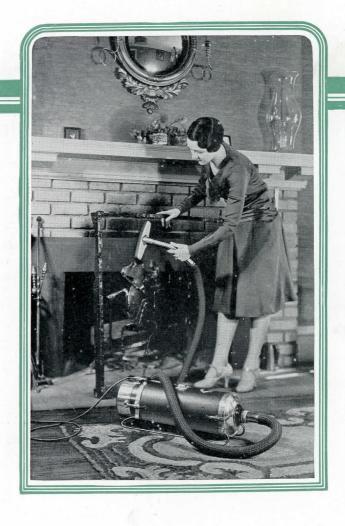






Cleaning Walls

Attach your large brush to the end of the wand firmly and operate the brush as pictured herewith or as desired. You will be able to thoroughly and efficiently clean your walls without the use of step ladders, chairs, etc., with absolute safety. Electrolux the great machine, is undoubtedly the best machine.



Cleaning Screens, Etc.

Place large brush on natural hand grip end of hose and operate the brush as pictured above or as desired. The bristles of this brush are very firm and you will note that it does a thorough job of cleaning screens, rough surfaces, etc. Electrolux is, without doubt, the most complete cleaning system available.



The Electrolux Filter

he filter pictured herewith is of double thickness with an air space between the front and rear sections, and is used to insure absolute clean air only to return to the room. This filter has a life of six months. We suggest that you replace it at the end of each six-month period.



Removing or Changing the Filter

nclasp the exhaust end of the machine, and take hold of the special filter pad grip and pull the pad out entirely. Burn the old pad, insert fresh one in its place. This filter pad is valuable protection to you. It is strictly an Electrolux feature.

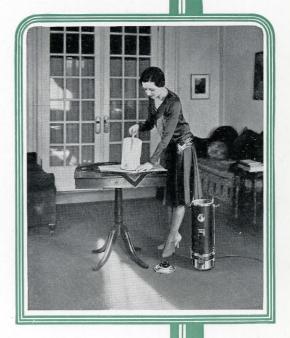
Removing Dust Trap

Place machine vertically as pictured herewith, unclasp in-take end, remove trap as pictured. The Electrolux dust trap is removed quickly and easily without coming in contact with any dust or dirt.



To Empty the Dust Trap

mpty the dust trap on a piece of paper as pictured herewith, take hold of the special dust trap grip, and shake thoroughly, allow the dust and dirt to settle before removing the trap off the paper. When the trap is empty, return to cylinder of machine. Burn the dust and dirt.





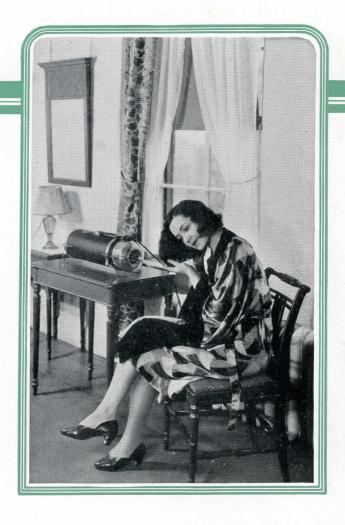
Attaching Electrolux Sprayer

Place hose on exhaust end of machine and insert sprayer on the natural hand grip end of the hose. The sprayer is special equipment and for which there is a slight extra charge. You may purchase a sprayer from any Electrolux bonded representative or by telephoning the local Electrolux office.



Electrolux Spraying

Decause of the unusual volume of air displacement that Electrolux has, it is possible to spray very efficiently and quickly. You are able to spray insecticides, ducos, lacquers, etc. There is an adjustable thumb screw on the sprayer with which you can control the thickness of your spray. To spray, merely press the thumb screw down.



Drying Your Hair with Electrolux

Place Electrolux on a convenient table or stand and point exhaust end towards your hair. Start the machine and allow the machine to run for a few minutes until the air gets warm, then allow the Electrolux air to circulate through your hair and over the scalp. The air coming from your Electrolux is absolutely dustproof. Electrolux is an ideal unit and you will enjoy drying your hair the Electrolux method.

THANK YOU!

Your purchase of an Electrolux unit we believe will prove to be your best investment. It will serve you faithfully for many years. The equipment is guaranteed for a period of one year against faulty workmanship or material.

Electrolux has received more than one hundred highest awards for hygienic and technical perfection. It is used throughout the world for every cleaning purpose.

